

GaelicStar

Gaelic Games and Lifestyle Magazine

media pack

Introduction

Francis McNally **Editor**

GaelicStar is a bright new bi monthly magazine that promises to tap into the huge interest in Gaelic games across Ireland.

Every second month we reach thousands of GAA fans with our mix of features, news and exclusive interviews with players and coaches from grass roots right up to county level. With a host of local contributors, reporters and photographers, readers get a chance to read about their local heroes' personal thoughts and achievements and what they bring to the sport. Presented in a full-colour glossy magazine format, Gaelic Star is the only all-Ireland magazine and a fresh alternative to the mainstream papers.



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FEATURE

Kerry is the Kingdom

By Martin Cronin

GRABBY Walsh was the focus of the Kingdom as he kicked his side into the All-Ireland final.

His 102 brought decided the game as his goal at the start of the second half sent off any resistance from the Royal County.

The final will now be an all-Ireland affair after Kerry held off the last-minute challenge of Meath in the semi-final.

Dublin's (Cork's) competitive penalty in the opening five minutes was key to Kerry progressing in the final.

Anthony Moran slipped and huddled down Cain Cooper in the process, it was a gamble, and a lucky one for Meath.

They connected well in the opening half and they face a bit of trouble in the full forward line and hit a host of wides. It's by the end from playing positions.

There was no way back after Walsh's goal for the Royals in the second half. Tomon O'Brien emptied his back but made little impact and only two points from play was a poor return for a last four contest.

It was a very dull semi-final with the 50,000 odd crowd getting little value for their money in Croke Park.

Kerry players were playing for their place in the final by the end, as the game ebbed out to its inevitable conclusion.

Kerry's Tommy Walsh celebrates after scoring his side's crucial goal as Meath's Michael Butler can only look on.

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KARL LACEY

Paddy Walsh was the focus of the Kingdom as he kicked his side into the All-Ireland final.

thinking was what the ball will do now.

That's the thing about football it keeps you going in easy.

I just started work there at the start of August through the GAA's board job scheme - it is business development with Waters Crisp.

It is great to get something - especially after coming back from being away.

There is still a few of them (Drogheda) football squad looking for work, there are a few of them looking at going back to college and I suppose a few will have to go away to find some work. At one stage there were 10 of us without jobs.

It was a rollercoaster season for the defender, but now his thoughts have turned to work for the winter and the long hard slog which begins on January 1st. This time he'll miss nothing.

Look out for our new website www.gaelicstar.com at the end of September. Subscribe Online.

ARROW TRAVEL

DUB

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Target Audience

With over 600,000 registered members, the GAA is by far our biggest sporting body. The interest in Gaelic games has never been greater with combined attendances at championship games alone exceeding 500,000 in 2008 and TV viewing figures also on the increase.

Gaelic Star is targeted at GAA followers across Ireland. Concentrating not just on the men's game but also on the ladies and juniors, Gaelic Star's appeal crosses the age and sex divide.



The Market

Over 4 million people watched their teams on TV in the 2009 championship.

4,000,000

Number of registered members

600,000

Number of clubs

2,500

Number of active players

180,000



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